

Xel Training & Development's Sales & Marketing Summer School is a short Master Class programme lasting three days and is designed for students who are considering a career in Sales & Marketing or Customer Service and who are currently studying at six form college, or who are about to start their university studies or who are already studying at university level or have already recently graduated but not yet in full time employment.

Our innovative Sales & Marketing programme is designed to help you distinguish yourself from other people/students by providing the practical skills that employers search for.

Xel Training & Development's professional short Master Class programme in Sales & Marketing has been designed to reflect the current and future needs of employers. The programme develops the knowledge and skills you need for a successful career in a highly competitive sales environment.



Master Class Objectives

- To help to distinguish and differentiate yourself from other people/students
- To improve your knowledge and skills that you need for a successful career in a highly competitive business environment
- To gain a competitive advantage over other students when applying for one of the most rewarding careers you can ever be involved with
- To improve your career and earnings potential
- To gain the practical skills that employers search for
- To improve your knowledge of Sales & Marketing to



Delegates will learn

- 3 stages of the 'consultative-partner' sales process
- The psychology of selling and what makes people buy
- The personal qualities of a professional sales person
- How to develop a positive mental attitude and how to improve self-belief, enthusiasm and self-motivation
- Effective questioning, probing and listening skills
- How to identify customer needs & objectives – Using gap analysis strategies to uncover and develop the prospect's requirement
- How to identify a prospect's purchasing criteria
- How to sell solutions and 'differentiate' the offer against the competition – Using features and benefits effectively
- How to develop and present an effective sales proposal rather than a traditional quote
- How to handle objections and how to sell 'The Difference'
- How to develop and present financial justifications
- How to use a 'six-step' approach when planning for a negotiation
- How to identify customer objectives and 'motives' when negotiating
- How to develop a co-operative and collaborative style rather than a competitive (adversarial) style when negotiating
- How to create the 'feel good factor' for the other party when negotiating
- How to use the Stanford Research Institute's Values and Lifestyle Survey (VALS) to create and maintain rapport when negotiating
- How to develop the closing habit and ask for the most appropriate form of 'commitment'